



DHL Supply Chain Cambodia Profile

Prepared by Bounsoth Phan

▶ Deutsche Post DHL



- DHL Supply Chain
- DHL Supply Chain Cambodia – a brief overview
- Our Strategy in Cambodia



Where does the name DHL come from?

- n These are the first letters of the last names of the three company founders: Adrian **D**alsey, Larry **H**illblom and Robert **L**ynn with short ward is **DHL**
- n In 1969, just months after the world had marvelled at Neil Armstrong's first steps on the moon, the three partners took another small step that would have a profound impact on the way the world does business.
- n The founders began to personally ship papers by airplane from San Francisco to Honolulu, beginning customs clearance of the ship's cargo before the actual arrival of the ship and dramatically reducing waiting time in the harbour.
- n Customers stood to save a fortune.
- n With this concept, a new industry was born: international air express, the rapid delivery of documents and shipments by airplane.
- n The DHL Network continued to grow at an incredible pace. The company expanded westward from Hawaii into the Far East and Pacific Rim, then the Middle East, Africa and Europe.
- n By 1988, DHL was already present in 170 countries and had 16,000 employees.

A global player with strongly placed divisions...

Deutsche Post  DHL			
MAIL	EXPRESS	LOGISTICS	FINANCIAL SERVICES
 <p>Worldwide</p> <ul style="list-style-type: none"> ▪ DHL Global Mail – biggest network for mail distribution worldwide ▪ Delivers mail to about 40 million households in Germany ▪ More than 71 million shipments a day 	 <p>Worldwide</p> <ul style="list-style-type: none"> ▪ No. 1 in cross border express ▪ Strong presence in 220+ countries and territories ▪ More than 4.2 million customers worldwide ▪ 120,000 destinations 	 <p>Worldwide</p> <ul style="list-style-type: none"> ▪ No. 1 in global contract logistics ▪ No. 1 in global air freight ▪ No. 1 in global ocean freight ▪ 3,000 locations ▪ Strong customer base (50% of Forbes 500 companies) 	 <p>Germany</p> <ul style="list-style-type: none"> ▪ Germany's leading retail bank ▪ 12.3 million customers ▪ 17.2 million savings accounts <p>USA</p> <ul style="list-style-type: none"> ▪ Worldwide finance services for logistics industry

Skills & People – Delivering Key Success Factors



Professional approach



Higher Service Levels



Global Consistency
across all services



Better Customer
Understanding



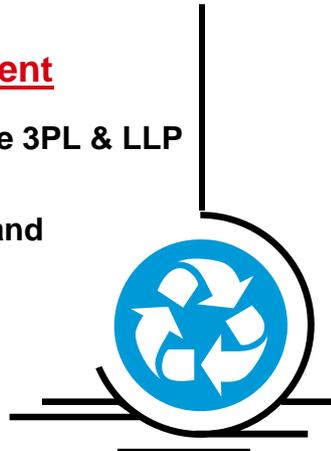
Strategic Partnerships

Program & Key Account Management

- ✓ proven management skills for effective 3PL & LLP solutions
- ✓ key players in Customer satisfaction and retention

Project Implementation

- ✓ strong implementation skills to deliver minimum risk to business continuity
- ✓ practitioners of Depicts, focused on standard implementation methodology worldwide



Supply Chain Consultancy

- ✓ expertise in developing optimal supply chain solutions
- ✓ global / regional / country level experience

Industry Focused Teams

- ✓ global / regional industry heads with specific country support
- ✓ leverage on existing operations and knowledge across Customers within same industry

Logistics Information Systems Expertise

- ✓ development of management systems for warehousing, inventory and transportation needs
- ✓ scaling IT recommendations for operations needs

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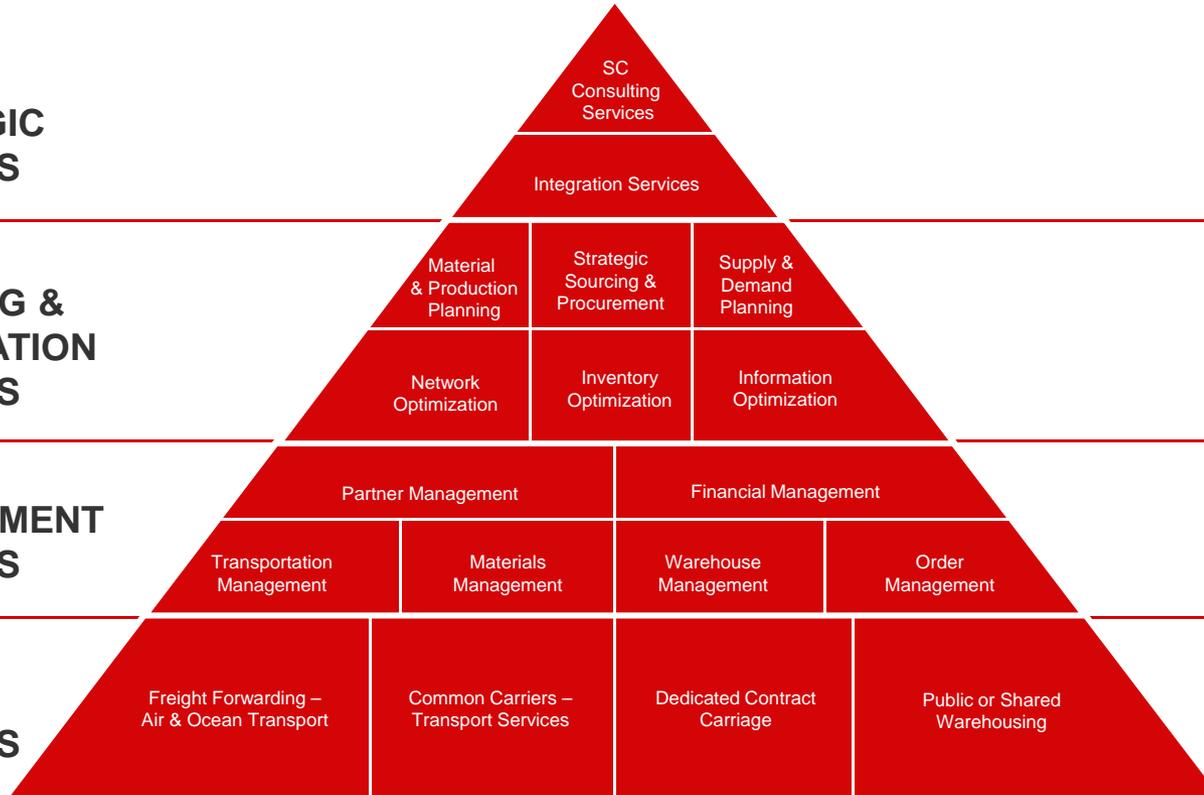
Supply Chain Partner

STRATEGIC SERVICES

PLANNING & OPTIMIZATION SERVICES

MANAGEMENT SERVICES

CORE SERVICES



Traditional

Leading

Visionary

Customer

Customer

Customer

3PL

Lead Logistics Provider (LLP)

Supply Chain Partner (SCP)

Customer needs:

Supply chain transformation

Operational excellence

Agility

Increase shareholder value

DPDHL's Corporate Values are essential to the business success and driven by internal purposes and external requirements.

Internal Purposes	7 VALUES	External Requirements
<ul style="list-style-type: none"> ▪ As a global player, DPWN requires shared Values as a common glue across businesses and nationalities. ▪ Values as ethical standards increase efficiency by ... <ul style="list-style-type: none"> ▪ ... fostering seamless co-operation and team-work. ▪ ... strengthening motivation and the individual's identification with DPWN as an employer. 	<ol style="list-style-type: none"> 1. To deliver excellent quality 2. To make our customers successful 3. To foster openness 4. To act according to clear priorities 5. To act in an entrepreneurial way 6. To act with integrity internally and externally 7. To accept social responsibilities 	<ul style="list-style-type: none"> ▪ Product markets: Customers increasingly favor products from suppliers who commit themselves to high ethical standards. ▪ Labor markets: Using Corporate Values to become an employer of choice in the market. ▪ Capital markets: Social and ethical responsibility become more relevant for analysts and investors.

Manufacturing & Supplier Services	Origin Management	Freight Management	Destination Management	In Country Logistics
Sourcing Services	Origin Management	Road Freight	Port to DC	DHL Direct Home Delivery
Procurement	Vendor Management	Ocean Freight	DC Bypass	Reverse Logistics
Kitting	PO Management	Air Freight	Direct to Store	Shared-User Facilities
Supplier Logistics	CFS Operations	Rail Freight	Processing	X Dock & Supplier Delivery Programs
Co-Packing	In Country Collections	Ocean / Air	De-Consolidation	Transport Management
	Value-Add Services	Carrier Neutral	Customs Brokerage	Warehousing
			Demurrage Management	
			Franchise Logistics	

Log-Net Supply Chain Visibility

Global Trade Management

Inventory Management

Inventory Management

Consultancy

Inventory Financing

Demand Planning and Forecasting

Supply Chain Management

INTEGRATED SUPPLY CHAIN SOLUTIONS



Manufacturer & Raw Materials

Export / Import Activities

Primary Movement

Distribution Centers

Secondary Movement

B2B & B2C Distribution

After-sales Services ▶

Sector Solutions

Automotive / Industrial

- Inbound to manufacturing
- Service and replacement parts
- Engineering response

Healthcare / Life Sciences

- Clinical trials logistics
- Pharmaceutical grade logistics
- Temperature assured
- Direct to pharmacy

Retail / Fashion

- International supply chain management
- Distribution to stores
- In store logistics
- Home delivery

Consumer

- Contract manufacturing
- Co-packing
- Shared-user and campus solutions
- Ambient and temperature controlled

Technology / Aerospace

- Inbound to manufacturing
- Technical distribution
- Technical services
- Service parts logistics

Sourcing and Procurement



- Source-country logistics services to support primary manufacturers
- Procurement and supply chain provision of direct and indirect materials
- Inventory financing

Raw Materials Logistics



- Raw materials transportation and storage
- Supplier management, vendor managed inventory and supplier park management
- Postponement services
- Bulk transportation of dry and liquid chemicals

Inbound to Manufacturing



- International and domestic management of the end-to-end inbound materials flow from supplier collection points to consumption points in manufacturers' production lines
- Kitting and sub-assembly to support customer manufacturing facilities

In-Plant Logistics



- Logistics activities executed within customer's facilities and property fence lines

Contract Manufacturing



- Manufacture of finished product by blending and mixing of food ingredients
- Assembly of electronic equipment from components
- Final configuration of hardware and software prior to shipment

Value-Added Services



- Assembly, co-packing and postponement services
- Supply chain management of samples and promotional materials
- Full range of packaging solutions

Dedicated Distribution



- Warehousing and distribution provided on a dedicated basis to deliver the highest levels of service
- Automated warehouse solutions to minimize space and resource requirements

Shared-User Distribution



- Warehousing and distribution provided on a shared-user basis to give highly flexible cost-effective solutions
- Temperature assured road network for temperature critical products
- Pan-regional network solutions

Delivery and Installation



- One and two man home delivery of consumer durable goods
- Delivery and installation of electronic equipment including configuration, on-site commissioning, user training, equipment return, asset recovery and disposition

In-Store Logistics



- Specialist services to the retail sector applying logistics best practices to the store environment to ensure on-shelf availability

Service Parts Logistics



- Management and delivery of aftermarket parts for automotive and technology customers
- Engineering response – supply chain solution for industrial and utility maintenance and repair engineers
- Aircraft on ground – management of the materials supply chain to keep aircraft airborne

Reverse and Returns Logistics



- Collection and processing of returns from stores and consumers
- Asset recovery – capturing value from electronic goods by sorting, testing, refurbishing, salvaging and recycling components

Supply Chain Partner



- Strategic partnership with customers, with a focus on planning and integration
- Lead logistics provider – management and execution of logistics activities, with a focus on operations

Supply Chain Consultancy



- Independent consultancy to determine optimum business strategy, supply chain network, transportation and warehousing solutions for customers
- Property services – a comprehensive set of real estate capabilities and advice

Planning and Optimization



- End-to-end supply chain planning, from sourcing and production, to demand and supply planning, including supply chain visibility and information management
- Inventory optimization – balancing of service and cost objectives, by managing product availability and inventory investment, at individual product level

Innovative Solutions



- Clinical trials logistics - specialist logistics service for investigational drugs
- Hospital logistics and transport services
- Direct delivery to by-pass wholesalers, reducing the number of touch-points in the supply chain
- Construction logistics – application of inbound to manufacturing processes in the construction industry

Environmental Compliance



- Environmental compliance – a service managing end-of-life products for manufacturers, retailers and importers in line with regulatory requirements
- Carbon footprint auditing

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- DHL Exel Supply Chain

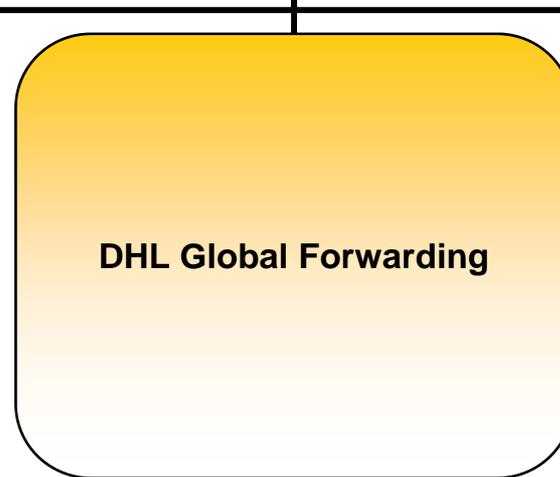
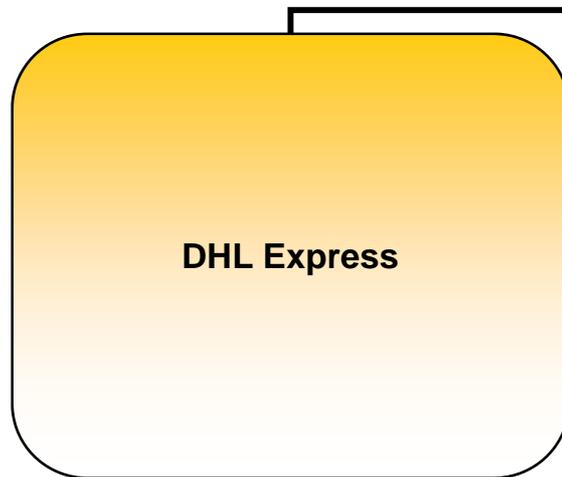


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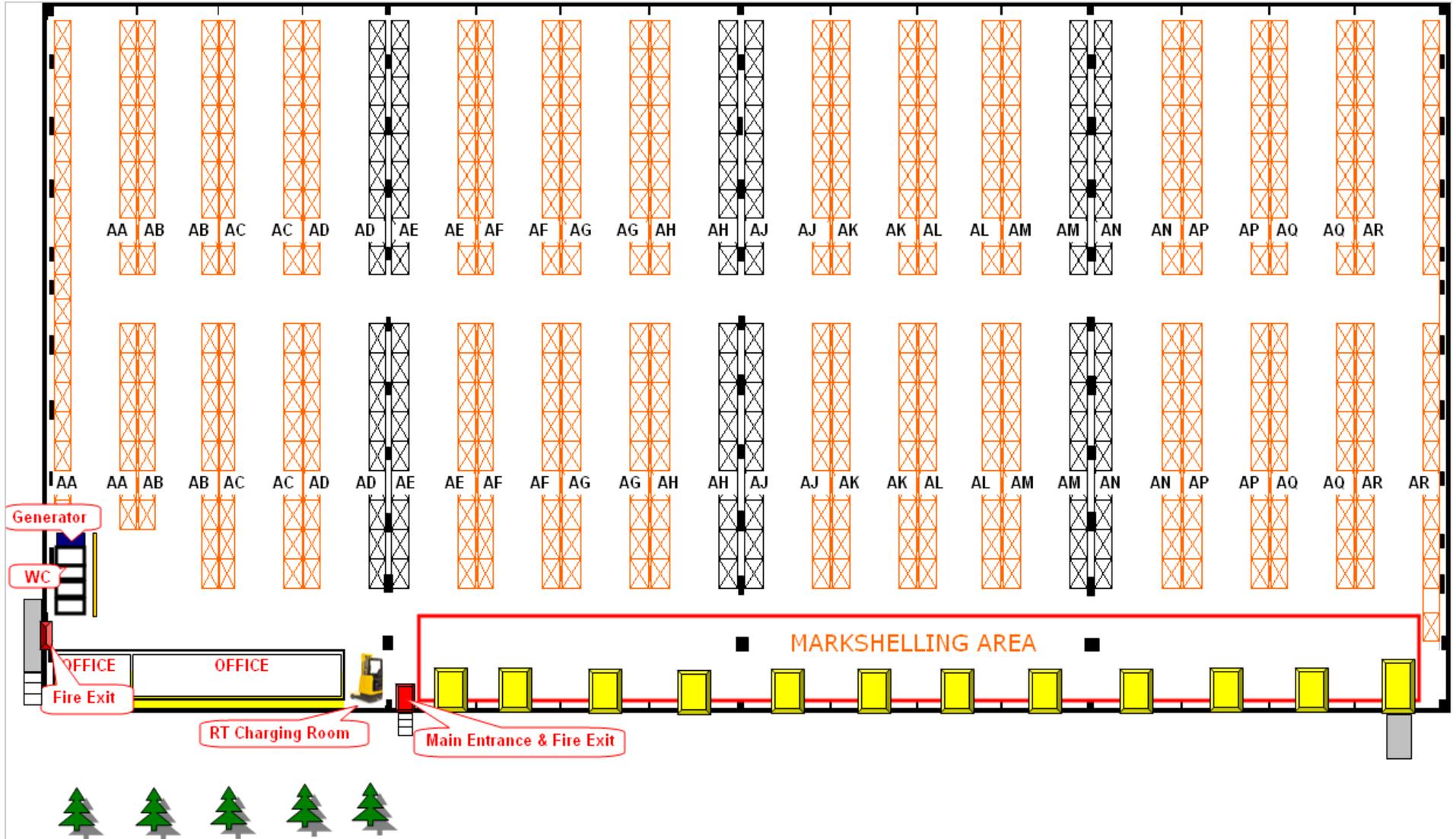


- n Chom Chao, Unilever 6,000 sqm There are 7216 pallets location



Facility 1 for FMCG

n Chom Chao, Unilever 6,000 sqm





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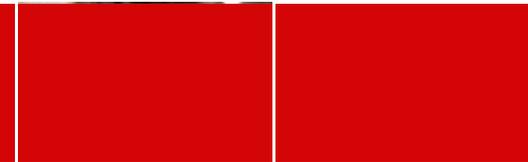
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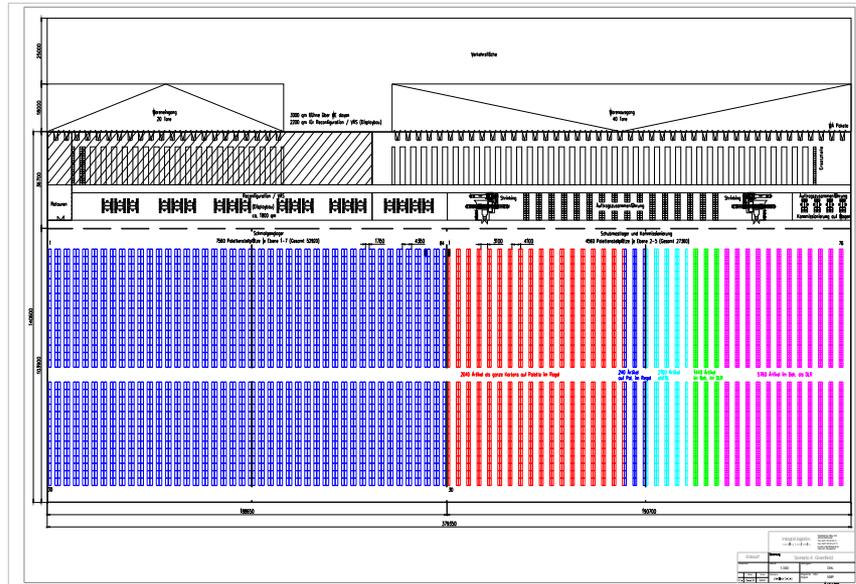
- Strategically located multi-user facilities
- Conventional lay-out with multiple racking types
- Market demand for flexibility and ABC costing

- Multi-user environment
 - Shared management resources
 - Flexible and optimized storage
 - Shared and flexible personnel, IT/WMS and equipment
 - Optimised processes

Principle Design



Design



- **Benefits to customers include:**
 - All operations under one roof, affording economy of scale
 - Improved control, with one stockholding point
 - Elimination of double-handling costs
 - Lesser risk to service levels



CONTACT INFORMATION



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Thank you for your Attention